

CLAIMS

We claim:

1. A system for placing an advertisement on the monitor of a subscriber of an Internet

5 Service Provider, comprising:

a) an Internet server;

b) at least one application logic set stored on said server, each of said application logic sets being provided with means for causing a browser of a user to display said advertisement in a non-dismissible and temporary browser window on said monitor;

10 c) a registered user database on said database for storing user information and computing and storing the user's advertisement viewing history,

whereby access by said user of said Internet Service Provider triggers display of said advertisement in a temporary and non-dismissible window on said monitor.

15 2. A system as recited by claim 1, wherein said application logic set is further provided with means for determining the connection speed of said user and selecting an advertisement type best matched therewith, so that users having high-speed connections are presented with full multimedia advertisements while users with slower connection speeds receive advertisements that are less multimedia intensive and download quickly.

20 3. A system as recited by claim 1, wherein said user's monitor has a top half, and said advertisement is presented in a browser window filling the top half of the monitor.

4. A system as recited by claim 1, wherein at least one application set comprises means for generating a series of advertisements in a non-dismissible and temporary browser window on said monitor.

5. A system as recited by claim 1, wherein at least one application set further comprises means for delaying display of said advertisement for a predetermined time period.

6. A system as recited by claim 1, wherein said web site has at least one page comprising a register button adapted to be placed in an "on" condition to thereby provide a registration window for receiving user's demographic information.

7. A system as recited by claim 1, wherein said web site has at least one page comprising a "more information" button adapted to be placed in an "on" condition, thereby initiating a one time emailing of additional information concerning the advertisement to the user, said information containing additional links to the advertising company's website, or for purchase of coupons and/or other purchase incentives.

8. A method for advertising to a user of an Internet Service Provider, comprising the steps of:

- a) accessing said Internet Service Provider;
- b) sending an advertisement to said user;
- c) displaying said advertisement in a browser window on a monitor of said user, said window being non-dismissible and temporary; and

d) compensating said user for receiving said advertisement provided said user has previously registered.

9) A method as recited by claim 6, wherein said display of said advertisement is
5 delayed for a predetermined time.

10) A method as recited by claim 6, wherein said advertisement comprises a series of
advertisements.

10 11) A method as recited by claim 6, wherein said monitor has a top half, and said
window fills the top half of said monitor.

12) A method as recited by claim 6, further comprising the step of displaying said
advertisement window occurs after the user moves from one page or program to another.

15 13) A method as recited by claim 6, further comprising the step of displaying said
advertisement window occurs after the user closes a program on their computer.

14) A method as recited by claim 6, wherein the step of displaying said
20 advertisement window is delayed for a predetermined time.

15. A method as recited by claim 6, wherein steps "b", "c" and "d" are replaced by
steps "B", "C", "D" and "E", which comprise:

B) matching an advertisement to a profile stored in a registered user data base;

- C) sending said matched advertisement to said user;
- D) displaying said matched advertisement in a browser window on a monitor of said user, said window being non-dismissible and temporary; and
- E) compensating said user for receiving said advertisement.

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16. A method as recited by claim 6, wherein said user has a computer having a processor speed, a monitor and a connection speed defined by the sum of the user's Internet connection speed and the processor speed of said computer, and steps "b", "c" and "d" are replaced by steps "B", "C", "D", "E" and "F", which comprise:

- B) determining the connection speed of said user;
- C) selecting an advertisement type appropriate for said connection speed;
- D) sending said selected advertisement to said user;
- E) displaying said advertisement in a browser window on the monitor of said user, said window being non-dismissible and temporary; and
- F) compensating said user for receiving said advertisement.

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17. A method as recited by claim 13 wherein steps "b" and "c" are replaced by steps "B" and "C", which comprise:

- B) determining the connection speed and computer type of said user; and
- C) selecting an advertisement type appropriate for said connection speed and said computer type.

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18. A method as recited by claim 2, wherein said connection is wireless.

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